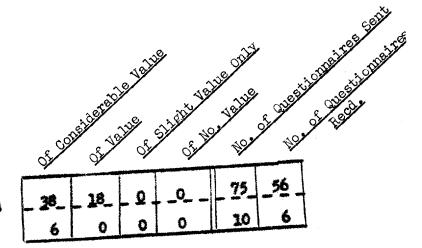
# Approved For Release 2000/08/25 :STIA 中的中57-00384R001100050017-9

# Analysis of Consumer Reaction to

Unclassified Daily Report

A. Consumer evaluation of the product:



## Journalists and Kewspapermen

### Radio Commentators

- B. Consumers who failed to reply
  - 1. Journalists:

Andre Visson, Reader's Digest

Veterana Report

W. Milton Berliner, Vachington Daily News

Mr. Pierre Loving, International News Service

Madeline Karr, The Mational Herald

Mr. Hugh M. Grauel, Stonehouse News Agency

Mr. Alexander H. Uhl, New York Star

Mr. MacArthur H. Hanchester, The Reserve Officer

Mr. Gernett Horner, The Washington Star

Mr. Carlton B. Kent, Time

Mr. Lyle C. Wilson, United Press Associations

Mr. Seabrook Hull, McGraw-Hill Publishing Co.

Mr. R.B. Armstrong, Jr., St. Louis Globe Democrat

Mr. Hanson W. Baldwin, The New York Times Washington Bureau Associated Deak, World Deak

Mr. Horman M. Littell

Mr. John O'Connor

Derothy Gilfert

Mr. Joseph Alsop

## 2. Radio commentators:

Mr. Albert Warner, Station WOL

Mr. Gilbert Kingsbury, Station WWDC

Mr. Albert Hamilton, Radio Service Associates

Hr. Paul Harvey, Station WENR

#### C. Compumer comment on the Daily Report

l, Paul W. Ward, <u>Baltimore Sumi</u> "I consider it invaluable to any person with a prefessional interest in world affairs and wish it could be made compalsory reading for all editors, legislators and radio commentators. I would rather (and quite seriously) see The Voice of America discontinued than to see the reduced or discontinued."

**STATINTL** 

- 2. Will Lisener, <u>New York Times</u>: "We obtain from it information on Soviet and Communist activities obtainable through no other source. The statistical claims and economic reports of Soviet sphere countries also are of great interest to us."
- 3. Bracet K. Lindley, Menancok: "Report provides this organization with continuous information on Communist thought and actions."
- 4. John Reichmann, <u>International News Services</u> "In writing on foreign affairs and covering the State Department, the value may wary but it is of utmost value when new situations arise in previously dormant areas."
- 5. Mrs. Derothy W. Allan, <u>Kersen Affairs Institute</u> (<u>Yeigs of Kerse</u>): "Daily Report has proved a valuable additional source of material and information to (us), particularly now that other communications from Korea have been curtailed."
- 6. Richard Eaten, <u>United Broadcasting Co.</u>; "I consider the Daily Report of Fereign Broadcasts to be the outstanding work of information for news abroad and an invaluable aid for the orientation and appreciation of world problems."

A	Appr	PYRG #59 FREE as & 2000 (9425 : CHA-RENT 57-00384FREE (SENDER WILL CIRCLE CLASSIFICATION TOP AND BOTTOM)	71100050017-9
		CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP	
		TO INITIALS DATE	
		General Counsel	
	1	2 Deputy Director	
		3	
		4	
		5	
		FROM INITIALS DATE	
	: ·	Asst. Director for Operations 7 9 19 Dec	· ·
		2	
	· · ·	3	
		APPROVAL INFORMATION SIGNATURE DIRECT REPLY RETURN	
		COMMENT PREPARATION OF REPLY DISPATCH RECOMMENDATION FILE	
STATINTL		REMARKS: As you may know, publishes an unclassified daily report of which is distributed without charge to certain newspapers, correspondents, press associations, radio stations commentators, etc. with a Washington, D.C. address The daily distribution amounts to approximately 37 copies. This is the report by which we risk suit for defamation, libel, slander, copyright, etc. (over)	3
A	Appr	SECRET CONFIDENTIAL RESTRICTED UNCLASSIFII   QVACLIFOR Release 2000/08/25 : CIA-RDP57-00384R0   SEP 1947 30-4	01100050017-9

### Approved For Release 2000/08/25 : CIA-RDP57-00384R001100050017-9

A periodic check on the value of this report to consumers is made. Attached is the result of the latest survey.

G. G. C.